HISTORIC MILTON Navarre Beach
FLORIDA'S PLAYGROUND

Local Event/Marketing Grant Application Deadline: April 1, 2016

PURPOSE

The goal of the Santa Rosa County Tourist Development Office Local Marketing Funding program is to increase out-of-market awareness of Santa Rosa County Florida's Playground brand as a tourist destination and to drive lodging room occupancy in the county by funding the marketing and promotional efforts of local events, especially during the non-summer season.

As used for purposes of this Section: "Event" means festival, sports event, performance, concert, or other happening. "Out-of-Market" means outside of Santa Rosa County.

AUTHORIZATION

The Tourist Development Office will set aside a portion of the overall annual budget as a budgeted line item to fund local event marketing applications approved as part of the County's annual budget process.

For the 2016-2017 grants cycle applications will be available April 1, 2016 and must be submitted by May 31, 2016.

FUNDING ELIGIBILITY

The intent of the grant program is to provide funding assistance for events that affect overnight visitors to Santa Rosa County impacting commercial lodging industry, hotels/motels, campgrounds, condominiums, as well as restaurants, retail establishments and other businesses. To be considered for funding the following criteria must be established:

1. Each application must be submitted with a signed Certification and Compliance page
2. Event must take place in fiscal year 2016/17 and be open to the public
3. The event must have the potential to bring or have had past history of bringing out of town visitors
4. Applicant must provide a marketing/promotions plan and detailed budget for event.
5. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa)
6. Applicant must provide a detailed budget and post event profit and loss statement
7. The event must use commercial lodging establishments within Santa Rosa County
8. Maximum number of recommended years for a grant for one event is three (3) unless the TDC BOD, Tourist Development Director, and SRC BOCC recommend continuation with additional years. It is goal that the events become self-sustaining and build partnerships and/or corporate sponsorships
9. The recommended maximum request is encouraged not to exceed $5,000.

Timeline

Advertise Grant Cycle Opening	**April 1, 2016**
Deadline for Application Submittal	**May 31, 2016**
Review and Approval by TDC Board of Directors	**June 7, 2016**
Final Review/Approval by TDO Director and SRC BOCC	**June 20, 2016 (Tentative)**

Approved project funding will be reimbursed after event occurs, and expenses are documented and verified.

Please note that virtually all documents provided to the Santa Rosa County TDO are public record and will be made available to the public and media on request.

SANTA ROSA COUNTY TDO EVENT/MARKETING GRANT POLICIES

A) Grant funds are intended to supplement the sponsoring organization's budget.

B) Funding is not intended to support administrative costs, security costs or non-public events. Funding is intended to support marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and or exhibits.

C) Grant applications will be received during the advertised cycle. One application will be accepted per event, per fiscal year.

D) Events must be open to the public must have as one of its main purposes the attraction of overnight visitors to Santa Rosa County.

E) Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of the cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, grant receipt is strongly encouraged to use a check or credit card. If a check is used, a copy of both the front and back of the canceled check is required.

F) **To be eligible for payment, a completed Post-Event Report must be submitted within 90 days.** The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete post-event report will result in disqualification for support if the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30, 2017.

   1. Should an event use registration procedures, event organizers are encouraged to use the "Local Event Marketing Funding Participant Registration Roster" provided in this packet as part of their post event report.

   2. Grant recipients must distribute the "Local Event Marketing Funding Visitor Survey" provided in this packet to event participants and include the data collected as part of their post event report. The applicants can change the survey format or add additional questions, but the sample questions must be included.

G) Any funds granted will be subject to an audit by the Santa Rosa County Auditor.

H) Funding recipients shall work with Tourist Development Office staff to enhance joint attendance stimulation outreach efforts. Such efforts include, but are not limited to, social media, public relations and publicity initiatives, webpage links and landing pages, lodging facility reservation channels, and joint photography and video.

I) The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of the applicant.

J) Recognition of the Santa Rosa County Tourist Development Council must be included where appropriate on all printed material and referred to in public relations activities. The Santa Rosa County Tourist Development Office's Florida's Playground logo and/or web link, shown below and provided in electronic format at the time of funding status notification and also available

upon request, must appear in Event marketing materials (printed, audio, broadcast, online) and may not be altered in any way. Radio advertisements may include the tag line "Sponsored in part by the Santa Rosa County Tourist Development Office" in lieu of mentioning the web address.

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K) Allowable expenses shall include the following:
Promotion, marketing, and programming expenses, paid advertising, and media buys, production and technical expenses, site fees/costs (contract help, rentals, insurance), rights fees, sanction fees.

1. Print – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order or print tear-sheet. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.

2. Online – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order, banner ad screen shot, website screen shot, website analytics report, or search engine optimization report. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.

3. Television and Radio – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include insertion order, DVD, or CD ad copy, run schedule, or station affidavit. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa).Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.

4. Direct Mail – May include production, talent fees, design, creative, or media costs. Examples of proof of performance may include printing order, product sample, or postage receipt. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa).Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.

5. Direct Sales – May include phone call, email, or personal contact. Advertising and marketing must occur 90% out-of-market (i.e. outside of Santa Rosa). Examples of proof of performance may include phone record, email message, contact list, promotional material, registration fee, or travel documentation. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment.

6. Florida's Playground-Branded Promotional Items and Prizes – May include t-shirts, hats, beach towels, or trophies. Proof of performance includes a copy of the item itself. Examples of proof of payment may include itemized vendor invoice along with canceled check, credit card slip, or other proof of payment. *Promotional items and prizes purchased with local event marketing funds are not permitted for resale and must include the Florida's Playground prominently displayed.*

L) Unallowable expenses:
General and administrative expenses, building, renovating and/or remodeling expenses, permanent equipment purchases, debts incurred prior to grant requests, alcoholic beverages, donations to any person/entity/organization in any form of payment are not allowable expenses. Scholarships are unallowable expense. Travel expenses including lodging, hospitality or social functions.

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Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Local Event/Marketing Application

Any organization requesting funding will be required to complete this form

Applicant Organization _____

Contact Person _____ Title _____

Organization Address_____

City_____ State_____ Zip_____ Phone (_____) _____

Email Address: _____ Web Address: _____

Cell (_____) _____ Organization IRS Status _____

Name of Event or Project: _____

Has this project received grant funding from the SRC Tourist Development Council in the past? _____

If yes, when and how much and what year? _____

If yes, what is the room history of the event? # of rooms _____ # of nights_____

2016/2017 Event Request Details

Location of Event or Project: _____

Date(s) of Event or Project: _____

Detailed Explanation of the Project: _____

_____

_____

_____

_____

Total Budget of Event: $_____
(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: $_____

Intended use of Funds: _____

Match Provide by Organization

In-kind description:_____

Value of in-kind: $_____ Match dollars provided by your organization:$_____

In- Kind Definition – Make up of something other than money; (of payment) given in the form of goods or services and not money.

Projected Attendance: _____ Projected Number of Out of Town Visitors: _____

What are the goals and objectives for this event for which you are applying for:

_____

_____

_____

Describe how the effectiveness of this event will be measured:

_____

_____

How will the event/project benefit tourism in Santa Rosa County?

_____

_____

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available):

_____

_____

Anticipated number of vendors: _____

Will you survey the participants to capture data: _____

If no, how do you intended to collect data for reporting purpose: _____

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms: _____

X

Estimated number of nights: _____

X

Estimated Room Rate per Night*: _____

*Use the following estimated rental rates to calculated bed tax estimates

- Spring (March 1-Memorial Day): $151 per night
- Summer (Memorial Day – Labor Day): $188 per night
- Fall (Aug. 31 – Nov. 1):$118 per night
- Winter (Nov. 1 – Mar. 1): $95 per night

= _____ X .05 = $ _____

Estimated Total Bed Tax Generated

Estimated Sales Tax Calculation

Estimated Number of Visitors: _____

X

Average Spending per out-of town visitor per day including transportation: **$110**

X

Estimated Number of Days In County: _____

= _____ X .065 = $ _____

Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): $_____

Total Estimated Sales Tax Generated (from calculation above): $_____

Total Estimated Tax: $_____

Describe how financial resources will be monitored

_____

_____

Have you applied for an event permit? _____ Are any licenses required? _____

If so, list the required licenses and permits and attach copies to this application

_____

Will you purchase event insurance? Yes / No, Carrier_____

Liability/Medical Insurance? Yes / No, Carrier _____

Please list the Event's Lodging and non-Lodging partners:

Lodging Partners	Non-Lodging Partners

Are lodging partners offering a special rate for this Event? ___Yes ___No

Will lodging partners provide room night verification after this Event? ___Yes ___No

How will information about room nights actually booked for this Event be obtained (e.g. lodging partner reports, registration roster, visitor survey, ticket sales)?

_____

_____

_____

If this is **NOT** a new event, what efforts are being made to grow the event to increase the number of overnight visitors from the previous year?

_____

_____

_____

Please use the space below to add any additional event information:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships			
Other			
Local Event Marketing Funding			**TOTAL INCOME**
TOTAL	$	$	$

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment			
Food and Beverage			
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing			
Online Marketing			
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			**TOTAL EXPENSES**
TOTAL	$	$	$

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: _____

Organization: _____

_____ _____

Signature Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by ***5 p.m. Tuesday, May 31, 2016*** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

- ☐ Completed application (pages 4-9)
- ☐ Signed certification and compliance form (page 10)
- ☐ Copy of event license (if any)
- ☐ Copy of event permit (if any)
- ☐ Copy of event insurance (if any)
- ☐ Copy of liability insurance
- ☐ Anticipated budget, including detailed expenses and revenue
- ☐ Original and four copies of your complete application package (all items listed above)

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Must be Submitted with Post Event Report

Santa Rosa County Tourist Development Office

POST EVENT REPORT

Est. # of visitors as stated in application: _____ Actual # of visitors: _____

Budget revenue as stated in application: _____ Actual revenue: _____

If there is a difference between estimated and actual revenue? Please state why:

_____

Budget expenses as stated in application: _____ Actual expense: _____

If there is a difference between estimated and actual expenses? Please state why:

_____

What is the number of hotel room nights generated by this event? _____

What worked well for your event in Santa Rosa County? _____

_____

_____

What didn't work well/any problems occur? _____

_____

_____

What could the TDC do to make your event more successful?

_____

_____

How can the event be improved or expanded? _____

_____

_____

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Must be Submitted with Post Event Report

Local Event Marketing Funding Payment Request

EVENT INFORMATION:

Organization Name: _____

Event Name: _____

Event Dates: From: _____ To: _____

To receive payment for Local Event Marketing Funding, please submit the following:

1. Invoice from your organization to Santa Rosa County
2. Proof of Performance (e.g. itemized vendor invoice, tear sheet, online screen shot, run schedule, website analytics report) showing out-of-market audience and Florida's Playground logo and/or web link
3. Proof of Payment (e.g. front and back of cleared check, credit card receipt)
4. Verification of Room Nights (e.g. lodging report, registration roster, visitor surveys, ticket sales)
5. Current W-9.

Do you prefer to receive payment by EFT? _____ Yes _____ NO

If you prefer to receive payment by check, please provide the mailing address:

Address: _____

City: _____ State: _____ Zip Code: _____

AUTHORIZED USES REQUESTED FOR PAYMENT:

Only as approved in the Funding Application	Amount
TOTAL (*May not exceed the Total Funding Approved as noted on the application.*)	$

MARKETING & PROMOTIONAL ACTIVITIES:

_____

_____

_____

Must be Submitted with Post Event Report

Actual Income/Expenses

Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships			
Other			
Local Event Marketing Funding			**TOTAL INCOME**
TOTAL	$	$	$

Expenses

	CASH	IN-KIND	
Contracted officials			
Operations			
Rentals/Equipment			
Food and Beverage			
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing			
Online Marketing			
Television Marketing			
Radio Marketing			
Direct Mail Marketing			
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes			
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			**TOTAL EXPENSES**
TOTAL	$	$	$

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Sample Post Event Document
Submitted with Reimbursement

Local Event Marketing Funding Participant Registration Roster

Event Name: _____

Participant Name	Home Zip Code	Accommodation Name	# of Rooms	# of Nights	# Guests Per Room

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Sample Post Event Document
Data Must be Submitted with
Post Event Report

Local Event Marketing Funding Visitor Survey

Event Name:_____

1. **What is your home zip code?** _____
2. **How many adults in your visiting party?** _____
3. **How many children in your visiting party?** _____
4. **How long did you stay in Navarre Beach, Milton, or Gulf Breeze?**

   Number of Nights _____ Day Trip Only _____
5. **Where did you stay?**

   Hotel Vacation Rental Friends/Relatives Campground RV Park Other
6. **Name of Accommodation?** _____
7. **How did you hear about <u>this event</u>? (Circle all that apply)**

   Event Website Other Website Social Media Friend/Relative

   Newspaper TV Radio Magazine
8. **Would you recommend <u>this event</u> to a friend/relative?** Yes___ No___
9. **What is the <u>primary</u> reason for your visit?**

   This Event Vacation Visit Friends/Relatives Business Other
10. **How did you travel to the area?**

    Vehicle Airplane Charter Bus Other
11. **What activities did you participate in during your visit? (Circle all that apply)**

    Beach Fishing Dining Out Water Sports Arts/Culture Sports Shopping
12. **How much did you spend per day, excluding lodging, during your visit?**

    $0-25 $26-50 $76-100 $101-125 $126-150 $151+

☐ **Please send me future emails and news about events in Santa Rosa County.**

Email: _____